

THE POWER OF TIKTOK

for Marketers and Advertisers

THE FASTEST GROWING APP IN THE WORLD

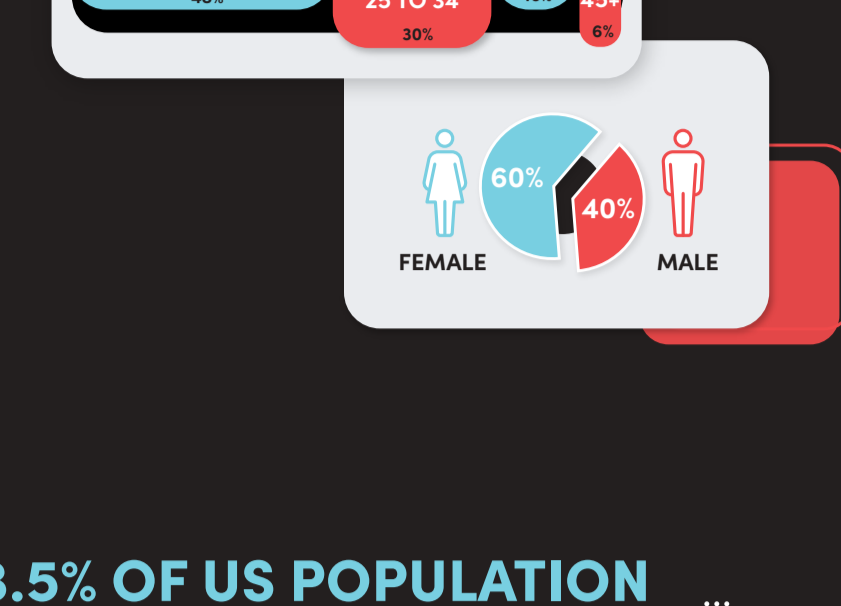
THE WORLD'S MOST DOWNLOADED SOCIAL MEDIA APP

The world's most downloaded social media app for making and sharing short-form mobile videos

805 MILLION monthly active users

TikTok boasts 805 million monthly active users and 185 billion average monthly video views on its captivating vertical video content.

185 BILLION avg monthly video views

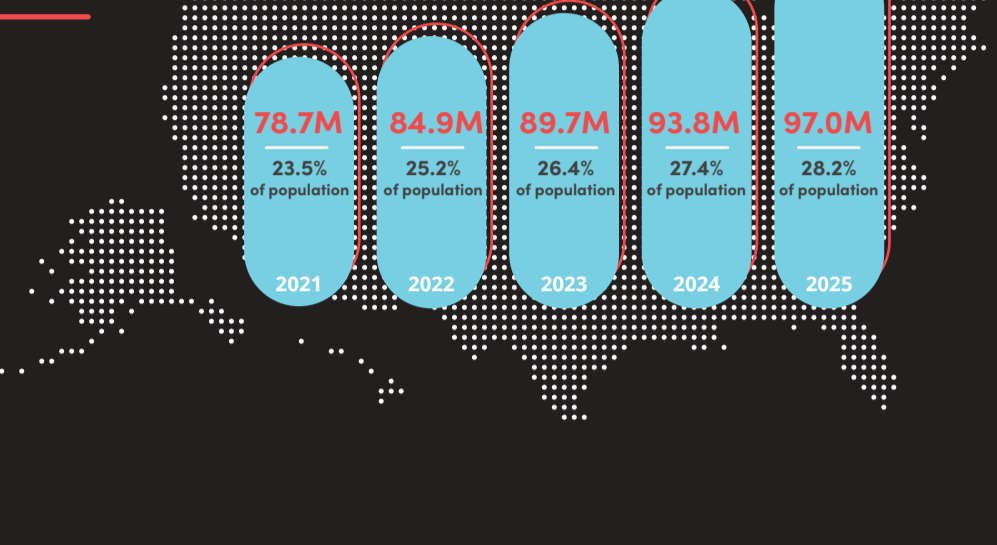


DEMOGRAPHIC BREAKDOWN

- 48% 16 to 24 year-olds
- 30% 25 to 34 year-olds
- 16% 35 to 44 year-olds
- 6% 45+ year-olds
- 60%-40% Female-Male

23.5% OF US POPULATION ON TIKTOK

Source: eMarketer, April 2021 (https://forecasts-na1.emarketer.com/5e4c6b5ec56a401090de843e/5e4c6a29c56a401090de843b)



TikTok 21.5 hrs/mth **+70% YoY**

Facebook 17.7 hrs/mth **+14% YoY**

Instagram 7.5 hrs/mth **+5% YoY**

USERS SPEND MORE TIME/MONTH ON TIKTOK

TIKTOK IS SOCIAL ENTERTAINMENT

People use TikTok differently than other social media platforms—the app acts as social entertainment, rather than as a way to connect with family and friends.

Other platforms have developed similar short form video elements—e.g., Instagram Reels, YouTube's Shorts, Snapchat's Sounds.

Sources: eMarketer, January 2021 (https://content-na1.emarketer.com/us-consumers-spend-more-time-on-tiktok-month-than-they-do-on-facebook-instagram) eMarketer's key digital trends for 2021 [Part 2 of 2] (https://content-na1.emarketer.com/emarketer-s-key-digital-trends-2021-part-2-of-2-disney-event-transformation-branding-social-commerce-social-entertainment)



Social entertainment will likely become a more central part of other social platforms going forward.



- FOLLOWING**
Includes all the videos of TikTok users you follow
- FOR YOU**
Uses an algorithm to learn about your likes and dislikes and offer you more videos that you might like

TWO MODES: FOLLOWING AND FOR YOU

TikTok has two main user modes, Following and For You.

TIKTOK'S GROUNDBREAKING ALGORITHM

Of the two user modes, the For You Page is the mode that is built on Tik Tok's groundbreaking algorithm.

Source: https://blog.hootsuite.com/tiktok-algorithm/



USER INTERACTION

- Involves video complete rate
- Videos watched in full more likely to be further distributed



VIDEO INFORMATION

- Users likely to see content with the specific sound bites they enjoy
- Major role, as sounds can dictate what is trending for the day.



ACCOUNT OR DEVICE SETTING

- User location
- Language preference
- Device Type

ALGORITHM IN FOUR STEPS

- 1** Video is posted
- 2** Algorithm shows it to an account's followers in the Following tab, and to a small subset of users likely to be interested in it.
- 3** User's interaction with the content begins to decide its fate and further distribution with key questions in mind:
 - Is it being watched to completion?
 - Do users like, share, or comment?
- 4** Positive response tells the algorithm to show it to more users

ALL ABOUT TIKTOK ADVERTISING

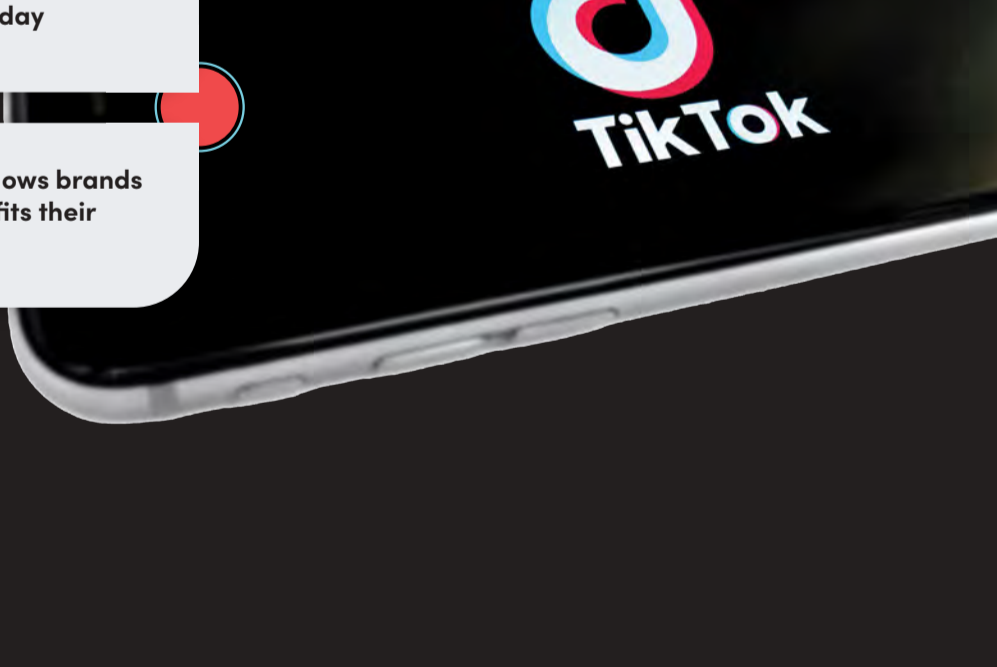


WHY TIKTOK?

- Attracts a desirable audience of Gen Z and young millennials
- Provides deeply engaging yet snackable content
- Chance to catch audience attention by placing brand front and center among popular content

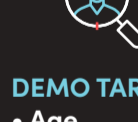
HIGH ENGAGEMENT LEADS TO AD OPPORTUNITIES

- Users spend high levels of time on the platform every day
- Various ad formats allows brands to choose which best fits their message/goal



TIKTOK TARGETING OPTIONS

The ability to reach a mass of well-funded Gen-Zs makes TikTok a highly desirable advertising option.



DEMO TARGETING

- Age
- Gender
- Geographic



CUSTOMER FILE
Upload a customer data file to match with TikTok members



APP AND SITE ACTIVITY
Target people who:

- Downloaded your app
- Visited your website
- Followed your other social media



ENGAGEMENT
Receive a list of people who interacted with your content by:

- Seeing
- Clicking
- Engaging



50 INTEREST CATEGORIES AND SUBCATEGORIES
Interests calculated by model based on:

- Interactive behaviors, like views and clicks
- Types of interactive content, such as videos ads and articles

TIKTOK AD FORMATS

Different ad formats allow a brand to choose which aligns best with its goals.

Source: https://later.com/blog/tiktok-ads/#infeed

TOPVIEW ADS

- Slightly delayed
- Brand Takeover ad
- Appears as first in-feed post after 3 seconds
- The top of the For You Page

IN-FEED VIDEO ADS

- Up to 60-seconds
- Appear between user videos on the For You Page

BRANDED HASHTAG CHALLENGES

- Branded, promotional hashtags
- Brands partner with popular creators to target their audience
- Encourages user-generated content
- Builds brand awareness

BRAND TAKEOVER ADS

- Appear full screen upon opening the app
- Can be targeted
- Call to action with links to website or app download
- Appear as organic user generated content, allowing for long viewing time

BRANDED EFFECTS ADS

- Branded and tailor-made
- Shareable stickers, filters, and special effects
- Encourages followers to create content in exchange for shoutout or prize

TIKTOK CREATORS

TikTok first-party data about creators' and their audiences enables partners to collaborate with influencers that align with brands and drive outcomes on the platform based on elements like:

- Creator country or region
- Topics of their videos
- Number of followers
- Average views per video
- Audience characteristics like age, gender, location, device